

The Sun.

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Frederick Loeser & Co.

Brooklyn Advertisements.

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Frederick Loeser & Co.

Table Damasks.

Without exception the very cheapest pure linen damasks ever offered at retail.

50c. Per Yard, Regularly Sold at 75c.
Five patterns, 64 inches wide.

79c. Per Yard, Regularly Sold at \$1.10.
Seventy inches wide, ten patterns.

Thoughts of the Baby.

Our store for the baby was never so well equipped with everything for its good and at prices that make buying the easiest.

AT \$2.98, REGULAR \$3.98—Cream Bedford cloth coats, square and circular collar; trimmed with braid and fancy ribbon; 6 months to 2 years.

AT \$4.98—China silk coats and long cloaks, trimmed with fancy braid and hemstitched ruffle.

AT \$1.98 TO \$10.50—Infants' cloth dresses, new spring colors; in a variety of styles.

Panola Recital
In the Restaurant
Daily
Bet. 12 & 2 P. M.
2d Floor,
New Building.

Frederick Loeser & Co.
BROOKLYN.

LUNCHEON.

For those who desire a quick and comfortable lunch, our restaurant has been established adjoining the candy store, basement.

Stockings for All Feet For Less Than Their Making.

Right of Main Hallway.
What you don't want isn't cheap at any price, but everybody can profit by this offer; even if stockings are not needed immediately they are useful, and it will pay to anticipate—the prices are really less than the cost of making.
AT 12½c. REGULAR 25c.—Men's imported, colored cotton socks, black, blue and red grounds, assorted colored stripes; also women's black cotton stockings, double soles.
AT 12½c. REGULAR 19c.—Children's extra heavy black-ribbed stockings, spliced heels and toes, with double knees, guaranteed stainless; sizes, 6 to 9½.

AT 19c. REGULAR 29c.—Women's black cotton stockings, spliced heels and double soles; also men's medium weight tan and black socks.

AT 25c. REGULAR 39c.—Women's medium weight colored stockings, spliced heels, double toes, tan, black.

AT 3 FOR \$1.00, REGULAR 50c. PER PAIR—Women's colored hosiery thread stockings, tan, two-tone and fancy stripes; also black with white split soles.

AT 12½c. REGULAR 19c.—Women's Richelieu ribbed white cotton vests, low neck, short and no sleeves, also children's shaped vests, in high neck, short sleeves, with pantaloons to match.

As Others See Our Laces.

The Standard Union says: "One of the inherited traditions of Brooklyn womanhood is the intrinsic worth and honesty of all that bears the stamp and seal of Frederick Loeser & Co. To doubt this is to doubt the wisdom of the grandmothers and mothers of the present generation. Therefore this house has established a precedent for itself of so high a nature that one wonders from year to year whether the next effort can quite equal the present one. But 'progress' is the watchword of the house, and each succeeding season—yes, each day as it passes—shows fresh new beauty, in all the varied merchandise so lavishly displayed. This season's lace exhibit is one of rare beauty and excellence, from whatever point of view it may be taken. For the woman of fashion the exhibit is unparalleled in its resources; since lace gives the distinctive touch to every modish costume this year, this house has answered to Fashion's call in its usual complete manner."

Startling Corset Offer.

59c. for the \$1.00 to \$2.50 Sorts.

Here are 1,000 pairs of Sonnette corsets at the best price ever made. They are really seconds, but you wouldn't know it unless we told you, and for all practical purposes they are every bit as good as the firsts. All the up-to-date straight front in short and medium lengths, coutille and batiste, in white, grey, black, pink and blue; sizes, 18 to 26; all at 59c.
AT \$1.29, REGULAR \$1.89—200 pairs of our own Melba ZZ corsets, in white and grey, made of imported coutille boned with French horn, trimmed on top with lace; sizes, 18 to 30.
AT 19c. REGULAR 25c.—Fine white cambric corset waists for children from 2 years to 12 years; a splendid perfect shape.

3c. to \$4.98 for Regular 7c. to \$11.00 Laces.

Real Lierre laces, 4 to 8 inch, 49c., regular 98c.
Real silk Venetian and Guipure laces, 80c. to \$1.60, regular \$1.98 to \$7.98.
Real applique laces—
4 inch wide, 49c. to \$1.49, regular 80c. to \$3.00.
5 " " \$1.59 " \$2.98
8 " " \$1.60 " \$3.25
11 " " \$1.89 " \$3.50
15 " " \$2.15 " \$4.98
Real Cluny Allovers, \$1.49, \$2.98, \$3.98, \$4.98, regular \$5.50 to \$11.00.
Imitation Torchon laces and insertion in sets, 3c. to 12½c., regular 7c. to 39c.
Normandie Valenciennes laces and insertion, 3c. to 12½c., regular 8c. to 39c.
Black Silk Chantilly galloons, 5c., 8c., 10c., 12½c., regular 8c. to 39c.
Imitation Arabian galloons, 5c. to 39c., regular 12c. to 69c.
Venetian insertion and bands, 5c. to 10c., regular 10c. to 29c.
Black Silk Cluny Guipure laces, 12c. to 22c., regular 19c. to 49c.
All Silk Brussels nets, pink, blue, lavender, Nile, 39c., regular 79c.
Imitation Arabian and Venetian Allovers, 49c. to \$1.79, regular 80c. to \$3.98.
Spangled nets, black, steel, steel and black, \$1.49 to \$2.10, regular \$2.25 to \$7.98.

Real Arabian Galloons, 25c. to 98c.; Regular 59c. to \$2.25.

Embroideries at 1-3 Their Worth.

AT 5c. TO 69c. YARD—The very newest and best sorts—prettiest and most tasteful patterns—Cambric, Nainsook and Swiss Edges and Insertions—all by the yard—can have as little or as much as you want. Section B.

Extraordinary Offer of Tailored Suits.

\$22.50, \$27.00 and \$32.00; Worth \$32.00 to \$75.00.

Enough to make 150 women happy—it's by far the most advantageous offer of the season. The suits are the models used as studies by one of the very best tailors, all different and many are reproductions of Paquin, Doucet, Callot Soeurs, King and Francis, the Parisian modistes. They are as carefully tailored as the made-to-measure—each one a masterpiece. You couldn't begin to get such up-to-date, aristocratic gowns in the ordinary way for more than twice the money. Words can't describe them. Sizes principally 34, 36 and 38 bust measure. For Division, assorted in three divisions, as follows:

Division No. 1—\$22.50, Value \$32.00 to \$35.00.
Division No. 2—\$27.00, Value \$38.00 to \$49.00.
Division No. 3—\$32.75, Value \$50.00 to \$75.00.

Silks You Can't Afford to Miss.

These silks well deserve a chapter to themselves and it would be interesting to expose their qualities in type. It's a fact that they can't be beaten at the price and that they again illustrate our absolute silk supremacy.

29c. for 45c. Japanese Corded Wash Silks.

A matchless assortment of styles, over 40 of them, and an almost bewildering quantity of stripes and plaids of every best color combination.

34c. for 55c. Fancy Plaid Corded Taffetas.

White, black, blue, old rose, cadet, turquoise, cardinal, gray, blue, automobile and royal, navy and black and white.

49c. for 69c. White Habutai, 36 inch.

Just the silk suitable for making up confirmation dresses.

49c. for 75c. Printed Foulards.

Colorings and designs never more beautiful.

Another Crepe de Chine Week.

79c. FOR \$1.00 AND \$1.25 black and colored Crepe de Chine.

98c. FOR \$1.50 black satin Crepe de Chine.

\$1.25 FOR \$2.00 black Crepe de Chine.

Guaranteed Black Taffeta 59c., 69c., 79c., 89c., \$1.00.

We guarantee all the Black Taffetas we sell above 50c. and the above five qualities have "Guaranteed to Wear" woven on the edges.

Bed Comfortables Again.

89c. for the Regular \$1.25 Kinds.

These are comfortables that always sell at \$1.25. They are filled with white carded cotton, covered with figured silkoline, newest spring design, reversed with plain colors, tufted with zephyr, and are full size—lots of them, but they can't last long at 89c.

Shimmer Silk Lining

At 11c., Regular Price 18c.

A beautiful strong glossy lining—has a finish of taffeta—the colors are all up to date—in black, too—36 inches wide.

More Divisions in China.

Nothing lost sight of in our watchfulness for your china interests—every day this fascinating and thoroughly practical china store is forging ahead and shaping economies for you. For instance:

Umbrella Jars and Jardinieres.

Newest and best of pottery jardinieres, with and without pedestals, rich, artistic colorings, representing the best of human skill in this ware. Jardinieres in solid colors of red, blue and green, 7-inch, 29c.; 8-inch, 45c. and 59c. Jardinieres in rich, two-color effects, handsomely modelled and very attractive.

29c., reduced from 50c.
79c., " " 1.50
1.00, " " 2.00
1.25, " " 2.50
Jardinieres and pedestals \$2.50, reduced from \$4.00
3.50, " " 6.00
5.98, " " 10.00
7.50, " " 11.00
8.00, " " 12.00
\$10.00, reduced from \$16.00 and \$20.00.
Umbrella jars, at \$1.75, \$3.00 and \$3.50 and upwards.

Old English Sponge China.

English ware with sponge work decoration, cobalt blue and maroon antique design, very popular and much sought after now for ornamental and decorative purposes; just the thing for summer cottages.

Plates, 7-inch, each, 15c.
Plates, 8-inch, each, 15c.
Tea cups and saucers, 15c.
Bowls—
6-inch, each, 15c. 10-inch, each, 75c.
9-inch, each, 50c. 11-inch, each, \$1.25.
Punch bowls, 12-inch, \$2.00; 14-inch, \$3.25.

Lamps and Globes.

At \$1.50, \$2.00 and \$2.50 instead of \$3.00 to \$6.00, more of those fine decorated globes, large sizes, 10, 11, 12-inch, for large banquet and piano lamps; they are all hand-painted, rich, hold floral designs.

Fine decorated lamps complete, with globes to match, only a limited number of each, the last of large lots specially priced to close out.

\$2.98 instead of \$6.00 to \$7.00.
\$4.98 instead of \$10.00.
\$5.98 instead of \$12.00 to \$14.00.

Pillow Cases at a Bargain.

9½c. for Regular 12½c.

12½c. for Regular 15c.

This is a splendid lot of pillow cases made from the remnants of New York Mills and Pequot millings—they are full size at 9½c. each. Also a lot of regular 15c. pillow cases, 45x36, at 12½c.

These sheets are all hand-torn, neatly hemmed and laundered, ready for use, and the prices less than cost of muslin by the yard.

Single bed size, 34c., regular price 45c.

Single bed size, 38c., regular price 49c.

Three-quarter bed size, 42c., regular price 52c.

Double bed size, 49c., regular price 59c.

Extra size, 55c., regular price 65c.

Unbleached sheets: Single bed size, 32c., regular price 42c.

Double bed size, 45c., regular price 55c.

Extra size, 49c., regular price 59c.

Bleached muslin, yard wide, 8c. kind for 6c.

Unbleached muslin, yard wide, 7c. kind for 5c.

White Goods Very Cheap.

White Victoria lawn, 40-inch, wide, 8c. yard, regular 10c.

White Victoria lawn, 40-inch, wide, 10c. yard, regular 12½c.

White India linen, 40-inch, wide, 12½c. yard, regular 14c.

White mercerized dimity, 12c. yard, regular 25c.

White mercerized madras, 12c. yard, regular 25c.

White dimities, in lace stripe and reverse effects, 12½c. yard, regular 25c.

English long cloth, soft finish, in lengths from 4 to 12 yards, at 12½c. yard, regular 20c.

Growing Plants at ½.

Here are some extraordinary prices for a lot of sturdy house plants:

500 ferns at 5c. instead of 10c.

100 Kenties palms at 2c. instead of 50c.

200 Azeca Lutescens palms at 49c. instead of 75c.

100 Boston ferns at 59c. instead of \$1.00.

100 Arancaria palms at \$1.25 instead of \$2.50.

300 rubber plants at specially low prices.

12½c. for 25c. Gingham.

These gingham have always sold for 25c. a yard, and offering 20,000 yards to-morrow at 12½c. illustrates another of the merchandising benefits we continually prepare for you. There are corded gingham, stripes, plaids and checks—almost every known combination of color—12½c., regular 25c.

Articles for the Toilet.

These preparations are all made in our own laboratory—everything is guaranteed absolutely pure—the prices are more advantageous than anywhere else.

Cold cream, rose perfume, per jar, 4c.

Camphor ice, tin box, 4c.

Perfumed talcum, tin box, 3c.

Borax, ½-pound package, 2c.

Petroleum jelly, best quality, 5-ounce jar, 3c.

Pumice stone, powdered, wood box, 5c.

Fullers' earth, the best infants' powder, 5c.

Violet toilet ammonia, 7c.

Colored Dress Goods.

The Peerless of Peerless Prices.

Second Floor, New Building.
29c. FOR REGULAR 49c. CHALLIES—The very best quality of all-wool French challies, not a misprint or a defect, and a full assortment of the light and dark colors you want.

39c. FOR REGULAR 65c. SATIN POINTELLE—These satin pointelles are all wool, smooth surface, close weave, excellent lot of plain colors—imported to sell at 65c.

59c., 79c. AND 98c. REDUCED FROM \$1.25, \$1.75 AND \$1.98—Odd lots of high-class French dress goods, silk and wool velvets, crepe de chine, colennies, crepe Royal, silk and wool crepe, and other weaves of the best kinds.

Black Dress Goods

At Incomparable Prices.

Second Floor, New Building.
39c. FOR 69c. PEBBLE CHEVIOT—An all-wool, made of bright lustrous wool, a good weight, perfect black and 50 inches wide.

49c. FOR 75c. CHEVIOT SERGE—48-inch double warp all wool, jet black, soft finish, will not wear rough or glossy.

59c. FOR 89c. HADIT CLIT—43-inch all-wool, fine, smooth surface, medium weight and rich, lustrous black.

Dress Trimmings at Trimmed Prices.

5c. to 98c., Regular 25c. to \$3.50.

Section B.
These prices, on paper, seem like fiction, but they will strike you with forceful reality when you see the goods. The goods are all new and will give the dressmaker a matchless opportunity.

AT 5c., REGULAR 10c. to 25c.—Fine cut jet gimpes, large number of patterns.

AT 19c., REGULAR 75c.—Fancy gold and black passementerie.

AT 39c., REGULAR 75c. AND \$1.00—Black silk garnitures, new shapes; new black and gold passementerie garnitures.

AT 79c., REGULAR \$1.50 TO \$2.00—Fine cut jet garnitures; black silk passementerie garnitures; a few fancy garnitures.

AT 98c., REGULAR \$2.00 TO \$3.50—Black silk and fine cut jet garnitures; some Bolero jacket fronts.

More "Loeser" Machines at \$11.75.

This store enjoys the enviable reputation of having a matchless record for selling sewing machines. We intend to maintain it and offer again this week 130 "Loeser" machines, made of solid oak and all the latest attachments, at \$11.75.

Also 76 new style "Loeser" drop head or cabinet machines, made by one of the largest and best known companies in the country. Each machine has the name of the maker plainly stamped on the working parts and has all the latest improvements—high arm, self-feeding needle, self-threading shuttle, release tension and complete set of easily adjusted attachments, woodwork finely finished. Our machines are warranted for 5 years by the manufacturer and by ourselves. Agents ask \$45.00 for similar machines. Our price for to-morrow will be \$13.98. Lessons free at your residence.

Baby Carriages, Go-Carts and English Coaches.
Our new baby carriages, go-carts and English coaches are ready for your seeing and choosing. You'll not find a larger variety anywhere—and our prices are the lowest.

A demonstrator is in attendance to show and to explain to you the superiority of our vehicles. These prices for to-morrow: Go-carts of solid oak, steel wheels, \$1.68.

Go-carts, strong rattan body, closed sides, \$3.98.

Reclining go-carts, fancy body, rubber-tired wheels, entirely new; value up to \$16.00, at \$8.98.

Reclining go-carts, the celebrated "Block" patent; the best cart invented and endorsed by physicians, at \$13.98.

Baby carriages, value up to \$10.00, at \$6.98.

Baby carriages, value up to \$14.85, at \$9.75.

English perambulators, all the spring styles, at \$50.00, \$62.75, \$75.00 and \$100.00.

First Lecture on Gas Range Cooking by Miss Lemcke.

"Favorite" Gas Ranges at \$14.98.

Miss Lemcke will prepare to-morrow at 11 A. M.:
Broiled tenderloin. Broiled birds.
Sauce bearnaise. Sweet potatoes glazed.
Corn bread. Neapolitan salad.
Chocolate fudge. Chocolate cream cake.

Refrigerators at \$6.98.

A number of the well-known "Star" refrigerators at the lowest prices anywhere. They are brand new and have all the 1901 improvements—ash, antique finish, handsomely ornamented with embossed carvings, thoroughly insulated with charcoal sheathing, have solid metal shelves, solid bronze lock, solid bronze hinges to match, removable waste pipe, patent casters, self-retaining. The price will be for a limited quantity, \$6.98. Every one fully warranted.

Interesting Demonstrations.

The "Pinless" curtain stretcher—no more pricking the fingers with pin points and you can place on it six curtains—all different size scalloons—which cannot be

done on any other curtain stretcher on the market. Call and let us demonstrate to you the numerous advantages of the "Pinless" curtain stretcher over all others. Sale price \$1.98.

Major's cement, 10c.

"Star" food choppers, \$1.10.

Green's mineral paste, for all cleaning purposes, 15c.

Amolene, the great sanitary agent, 10c.

"Goodform" closet sets, \$1.48, \$1.65, \$2.15, \$2.75.

"Hostess" chaffing dishes, at \$3.98.

Daily cooking at 11:30 A. M. and 3 P. M. by Miss Gould.

Sale of Housefurnishings.

To-day's offering comprises all sorts of housekeeping helps for the kitchen, pantry and laundry; everything is of first quality and fully warranted; every price is guaranteed, and our department is so arranged that any size in articles can be obtained at a moment's notice.

Gray steel enamelled saucepans, 5c.

Gray steel enamelled wash basins, 10c.

Gray steel enamelled roasting pans, 25c.

Gray steel enamelled tea and coffee pots, 19c.

Gray steel enamelled farina boilers, 35c.

Gray steel enamelled saucepan, with cover, 15c.

Gray steel enamelled fry pans, 15c.

Gray steel enamelled dish pans, 25c.

Cocoa mats, with red border, 46c.

Ash cans of heavy galvanized iron, \$1.45.

Water pails of galvanized iron, 10c.

Cutting table, with 1 of measure, 89c.

Whisk brooms, with enamelled handle, 10c.

Japanned tea trays, 10c.

Japanned chamber pails (handled), 20c.

Japanned bread boxes, (handled), 15c.

Bathroom seats, 55c.

Bathroom mirrors, white frames, 20c.

Wash basins, papier mache, 25c.

"Economy" carpet sweepers, 78c.

Dust pans, with steel edge, 18c.

Clothes wringers, "The Keystone," \$1.98.

"Novelty" or "Hamilton," all guaranteed; your choice while they last, \$1.98.

Stove mittens, with dauber, 8c.

Clothes line, "Mrs. Dale's," 75 foot, 23c.

Gray velvet, "Loeser's," 4c.

Mill polish, "Aluria," 5c.

Flash cloth, 10c.